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Chief, Intelligence Information Staff, ORR

9 September 1957

ATTN : [REDACTED] 25X1A9a

THRU : Chief, Industrial Division *7/10/6*
Chief, Consumer Industries Branch

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I/CI Requirements on [REDACTED] (ORR Control No. 11862)

1. Housing.

a. What is the attitude of the people on the urban housing problem: do they consider it as a major and burning problem of their daily living or as just one of the many irritating factors which must be accepted as inevitable?

b. Is the popular concern with housing most intense in certain areas or cities?

c. What is the popular attitude on the housing question in rural areas?

d. What building materials are most commonly used by peasants in their privately constructed dwellings?

e. What is the viewpoint of governmental officials on the importance of the housing problem as a political and economic question compared to other problems facing the nation?

f. What is the viewpoint of governmental officials concerning the popular attitude on housing?

g. How do governmental officials rank the rural area housing problem as compared to the urban area problem?

2. Level of Living.

Secondary to housing, emphasis should be given to obtaining as detailed comments as the source is willing to give on living conditions. It is suggested that he be asked to write comments on living conditions, using the free association of ideas. The following suggestions may guide his thoughts:

a. Variations between classes (income groups or occupation groups) of urban workers in present level of living and in the difficulties of achieving an adequate level of consumption of food and other consumer goods.

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b. Variations between urban and rural population in the level of living, in consumption patterns, and in the standards of consumer desire.

c. Variations within the rural population in adequacy of family food consumption and of total consumption of consumer goods.

d. Trends in cost of living, in real wages, and in the level of living for various groups of the population since 1950.25X1A9a

3. Inquiries about this memorandum should be directed to [REDACTED]
x8376.

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[REDACTED]

Distribution:

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